

AMENDMENTS TO THE CLAIMS:

This listing of claims replaces all prior versions and listings of claims in the application.

LISTING OF CLAIMS:

1. (Currently Amended) A computer-implemented method comprising:
scanning content of a source page ~~expressed in a mark-up language~~ in which a component is to be inserted, the source page being expressed in mark-up code;
~~inferring~~ obtaining a profile from the ~~scanned~~ content of the source page, the profile identifying comprising a format style of the scanned content of the source page and topical characteristics of the scanned content; and
generating ~~a finished page that includes the~~ a content component that is to be included in the source page in accordance with adapted and inserted into the finished page according to the profile, wherein generating comprises formatting the content component in accordance with the profile so that a style of the content component comports substantially to a style of the source page.
2. (Currently Amended) The method of claim 1, wherein the mark-up language is HyperText Markup Language (HTML).

3. (Currently Amended) The method of claim 1, wherein the content of the source page comprises contextual material including at least one of topical, geographical, temporal, and semantic characteristics.

4. (Currently Amended) The method of claim 1, wherein the content component comprises syndicated services including message boards, chat rooms, file exchanges, link exchanges, E-commerce, and/or auctions.

5. (Currently Amended) The method of claim 1, wherein the content component comprises syndicated content including news feeds, weather information, stock information, road maps, pictures, video, audio, and/or text.

6. (Canceled)

7. (Currently Amended) The method of claim 1, wherein the content component comprises ~~embedded~~ one or more elements to be embedded in the source page.

8. (Currently Amended) The method of claim 7, wherein the ~~embedded~~ elements comprise in-situ syndicated textual or multimedia material shown within a context of the source web page.

9. (Currently Amended) The method of claim 1, ~~wherein generating comprises further~~
comprising including the content component in the source page by inserting script into the source
page insertion.

10. (Currently Amended) The method of claim 1, ~~wherein generating comprises further~~
comprising including the content component in the source page by inserting one or more frames
into the source page.

11. (Currently Amended) The method of claim 1, ~~wherein generating comprises further~~
comprising including the content component in the source page by inserting one or more interior
frames into the source page.

12. (Currently Amended) The method of claim 1, ~~wherein generating comprises further~~
comprising including the content component in the source page by inserting one or more layers
into the source page.

13. (Currently Amended) The method of claim 1, ~~wherein generating comprises further~~
comprising including the content component in the source page by inserting one or more applets
into the source page.

14. (Currently Amended) The method of claim 1, ~~wherein generating comprises further~~
comprising including the content component in the source page by inserting one or more Active-
X controls into the source page.

15. (Currently Amended) The method of claim 1, ~~wherein generating comprises further~~
comprising including the content component in the source page by inserting one or more plug-ins
into the source page ~~plugins.~~

16. (Currently Amended) The method of claim 1, ~~wherein generating comprises further~~
comprising including the content component in the source page by inserting Java code into the
source page.

17. (Currently Amended) The method of claim 7, wherein the ~~embedded~~ elements
comprise ~~standalone~~ stand-alone elements.

18. (Currently Amended) The method of claim 17, wherein the ~~standalone~~ stand-alone
elements comprise syndicated textual or multimedia material shown within ~~its own~~ a context in a
browser window, dialog window, ~~and or~~ or pop-up window.

19. (Currently Amended) The method of claim 1, wherein ~~scanning~~ obtaining the
profile comprises:

analyzing ~~a site~~ the style format of the content of the source page;

analyzing ~~a site content~~ of the content of the source page; and

saving the style site format and ~~the site content~~ of the source page as the profile.

20. (Currently Amended) The method of claim 19, wherein the profile is utilized as a filter that dictates content from the content component to include in the source page.

21. (Currently Amended) The method of claim 20, ~~wherein generating the finished page~~ comprises further comprising including the content component into the source page by referencing ~~utilizing~~ the profile in real-time ~~each time a component is displayed to a user~~.

22. (Currently Amended) The method of claim 21, wherein ~~utilizing~~ referencing the profile in real-time comprises:

checking the ~~web~~ source page for updates; and

updating the profile with at least one of the updates ~~in response to checking~~.

23. (Currently Amended) The method of claim 22, wherein checking comprises comparing pairs of expiry information, last modified dates, cyclic redundancy codes (CRCs) or MD5s, ~~algorithms used to verify data integrity through the creation of a 128 bit message digest~~ ~~from data input~~.

24. (Currently Amended) ~~A computer program stored on a computer readable medium,~~
~~the computer program~~ One or more machine-readable media comprising instructions that are
executable to cause ~~a computer~~ one or more processing devices to:

scan content of a ~~web~~ source page in which a ~~web~~ component is to be inserted, the source
page being expressed in mark-up code;

~~generate~~ obtain a profile from the ~~scanned~~ content of the source page, the profile
identifying ~~comprising~~ a ~~format~~ style of the ~~scanned~~ content of the source page ~~and topical~~
~~characteristics of the scanned content;~~ and

~~insert the web~~ generate a content component ~~in the web page according to~~ that is to be
included in the source page in accordance with the profile, wherein generating comprises
formatting the content component in accordance with the profile so that a style of the content
component comports substantially to a style of the source page.

25. (Currently Amended) The ~~computer program~~ one or more machine-readable media
of claim 24, wherein the ~~web~~ source page and the content component ~~comprise~~ are expressed in
HyperText Markup Language (HTML).

26. (Currently Amended) The ~~computer program~~ one or more machine-readable media
of claim 24, ~~wherein the content~~ wherein the content of the source page comprises contextual
material including topical, geographical, temporal and/or semantic characteristics.

27. (Currently Amended) The ~~computer program~~ one or more machine-readable media of claim 24, wherein the content component comprises syndicated services including at least one of message boards, chat rooms, file exchanges, link exchanges, E-commerce, and auctions.

28. (Currently Amended) The ~~computer program~~ one or more machine-readable media of claim 24, wherein the content component comprises at least one of syndicated content including news feeds, weather information, stock information, road maps, pictures, video, audio and/or text.

29. (Currently amended) An apparatus comprising:

[[a]] memory that stores ~~executable~~ instructions that are executable; and

[[a processor]] at least one processing device that executes the instructions to:

scan content of a ~~web~~ source page in which a ~~web~~ component is to be inserted,
the source page being expressed in mark-up code;

~~generate~~ obtain a profile from the ~~scanned~~ content of the source page, the profile
~~comprising~~ identifying a format style of the ~~scanned~~ content of the source page and
~~topical characteristics of the scanned content~~; and

generate a content component that is to be included in the source page in
accordance with the profile, wherein generating comprises formatting the content
component in accordance with the profile so that a style of the content component
comports substantially to a style of the source page

~~store the profile~~;

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~~serve the web component in the web page according to the profile;~~

~~update the profile; and~~

~~update the web component.~~